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UNIVERSITY OF APPLIED SCIENCES

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FACHBEREICH WIRTSCHAFT
DARMSTADT BUSINESS SCHOOL

The SAP Next-Gen Chapter Entrepreneurship

Purpose

Community of educational institutions and representatives for gaining and sharing expertise & knowledge in the area of SAP-related Entrepreneurship without commercial objectives.

We are entering into a new period of entrepreneurship. The digitalization area offers new business opportunities, due to the fact that "It is not the strongest of the species that survives, nor the most intelligent; it is the one most adaptable to change." (Charles Darwin). On one side digitalization causes massive changes, on the other side it contributes to the adaption to change. The success of a new business model consists of an appropriate combination of several elements (e. g. CANVAS), which are definitely influenced by the digitalization of the society. We are faced with digitally supported well-experienced creativity instruments (e. g. Mind Mapping, Brainstorming, QFD, 635-method) as well as new methods like design thinking or science fiction thinking in the design phase. But entrepreneurs are influenced by digital instruments in the realization phase too. Especially the hand over form the design phase to the market phase, the interfaces in the supply chain and the involvement of customers will be part of the investigations. Besides all theoretical expertise, we want to understand how the existing SAP applications like SAP Cloud Platform and SAP Next-Gen contribute to a successful entrepreneurship in all phases. Finally, we strengthen entrepreneur thinking and the initiatives of our students to become an entrepreneur.

Scope of Work for the SAP Next-Gen Chapter Lead is to generally coordinate group activities. This means to initiate regular calls and meetings, moderating the online forum (in the beginning), and giving support as a first contact for potential new members.
The actual SAP Next-Gen Chapter Lead for Entrepreneurship in EMEA for 2019 is

> **Prof. Dr. Matthias Vieth**
> Information Management
> University of Applied Sciences Darmstadt
>
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Scope of Work for a membership in the SAP Next-Gen Chapter may vary from "interested newby" to expert. Every new member has to be nominated and recommended by an existing member or needs to apply at the chapter lead. Engagement can reach from only interested participation up to build and organize community objectives. Members shall support the Chapter Lead in the Chapter work.

The Entrepreneurship chapter EMEA officially will start on April 1, 2019.
After the first year of Performance we will check the status of interest and engagement and decide about further cooperation.

Deliverables & Activities of the Community
1. Initiating and moderating a Community Online-Platform:
   SAP Learning Hub Academic Edition => SAP Leonardo Academic Community – Learning Room: https://jam2.sapjam.com/discussions/7oD7C6Ng0qFiCmefRlYwjZ
2. Developing and testing Entrepreneurship-related curricula incl. prototypes for teaching
3. Integrating university representatives according to their interests and curricula

See also: Global list of all SAP Next-Gen Chapters